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REPORT ON MEETING OF DIRECTORS OF NATIONAL AUDIO-VISUAL SERVICES AND DOCUMENTARY FILM UNITS IN SOUTH AND EAST ASIA, KUALA LUMPUR, 31 JULY - AUGUST 1961.

UNITED NATIONS EDUCATIONAL SCIENTIFIC AND CULT.ORG
REPORT NUMBER MC-42 PUB DATE 25 OCT 61
EDRS PRICE MF-$0.25 HC-$0.72 16P.

DESCRIPTORS- *AUDIOVISUAL AIDS, *INSTRUCTIONAL FILMS, *FOREIGN LANGUAGE FILMS, *TECHNICAL EDUCATION, *CONFERENCES, DEVELOPING NATIONS, BANGKOK REGIONAL EDUCATION CENTRE, SOUTH ASIA, EAST ASIA, ASIA

THE PURPOSE OF THIS MEETING WAS TO DEVELOP COOPERATIVE ACTION IN ASIA IN THE FIELD OF AUDIOVISUAL AIDS IN EDUCATION, BASED ON THE WORK OF EXISTING NATIONAL AUDIOVISUAL SERVICES AND DOCUMENTARY FILM UNITS AND TO CONSIDER COOPERATION BETWEEN THESE SERVICES AND UNITS AND THE INTERNATIONAL COUNCIL FOR EDUCATIONAL FILMS. THE FOLLOWING AGENDA WAS DISCUSSED--REGIONAL COOPERATION, EXCHANGE OF INFORMATION, DOCUMENTATION, AND AUDIOVISUAL MATERIAL, COOPERATIVE PRODUCTION OF FILMS AND VISUAL AIDS, COLLECTIVE PURCHASING, AND TRAINING FOR PRODUCTION AND USE OF FILMS AND AUDIOVISUAL AIDS. (MF)

ED018123

Distribution : general

UNESCO/MC/42
PARIS, 25 October 1961
Original : English

UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

REPORT ON MEETING OF DIRECTORS OF NATIONAL AUDIO-VISUAL SERVICES AND DOCUMENTARY FILM UNITS IN SOUTH AND EAST ASIA

KUALA LUMPUR, 31 July - 5 August 1961

1. The Regional Meeting of Directors of National Audio-Visual Services and Documentary Film Units in South and East Asia, organized by Unesco with the assistance of the Government of the Federation of Malaya, was opened in Kuala Lumpur on 31 July 1961 by the Hon. Inche Abdul Rahman bin Haji Talib, Minister of Education, Federation of Malaya. The inaugural meeting was addressed on behalf of the Director-General of Unesco by Mr. William Farr, Deputy Director, Department of Mass Communication, and on behalf of the delegations by U. Tin Aye of Burma. The meeting closed on 5 August 1961.

2. This meeting followed a series of regional conferences held in Asia which were organized by Unesco at New Delhi in 1958, at Bangkok in 1960 and in Tokyo in July 1960. In accordance with the recommendations of these meetings and with Unesco's approved Programme and Budget for 1961-62, the purpose of the Kuala Lumpur meeting was to develop co-operative action in Asia in the field of audio-visual aids in education, based on the work of existing national audio-visual services and documentary film units and to consider co-operation between these services and units and the International Council for Educational Films. Fifteen Member States and one Associate Member of South and East Asia were represented at the meeting, as were the United Nations, United Nations Technical Assistance Board, Unicef and ECAFE. The list of participants is given in Annex I.

3. The following officers were elected :

Chairman :	Mr. K. Arianayagam, Malaya
Vice-Chairman :	Mr. Ch. Jabari, Iran
	Mr. H. C. Hassum, Pakistan
Rapporteur :	Mr. G. K. Athalye, India

4. The following agenda was discussed :

I. General discussion on regional co-operation
II. Exchange of information and documentation
III. Exchange of audio-visual material
IV. Co-operative production of films and low-cost visual aids
V. Collective purchasing of equipment and raw stock, and sharing of laboratory and other technical facilities
VI. Training for production and use of films and low-cost audio-visual aids.

5. Films produced under different co-operative schemes were screened during the course of the meeting.

6. The report which follows and which summarizes the discussions and records the conclusions of the meeting was adopted unanimously during the final session.

I. GENERAL DISCUSSION ON REGIONAL CO-OPERATION

7. After Unesco representatives had briefly defined the purpose and scope of the meeting, each delegate described the audio-visual services of his country and stated his general opinion on the various points of the agenda. Each specified the needs of his own organization while indicating what contributions it might make towards regional co-operation.

8. From this discussion it emerged that there were many common situations and problems. The whole region was facing serious problems in education and most countries still had a long way to go before primary education for all was achieved and illiteracy abolished. In all of the countries

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budgetary provisions for audio-visual media in schools were small in relation to possible and desirable expansion. This was probably one of the reasons why most audio-visual centres in the region had had to concentrate their activities on inexpensive non-projected materials. In some countries full development of the use of audio-visual aids was held back by the fact that many different languages were spoken. There was a lack of systematic research on how to use the audio-visual media for the purposes of education. All the countries suffered from a lack of information which had already been responsible for some overlapping in production programmes.

9. On the other hand, along with the similarities just mentioned there were to be found great differences between the countries. While some had large centres for the production of information and documentary films, and well organized audio-visual centres, others had either no film production units and no such centres, or were only just beginning to create them. While some countries were seeking assistance to secure a minimum of equipment, others were already in a position to offer technical facilities to others. While some countries had to send their technicians and teachers abroad for training, other countries were already giving a wide range of courses.

10. The participants quickly reached agreement on the following points :

the need for an inventory of the audio-visual materials and facilities available inside the region;

the need for an increased exhange of information, ideas and materials;

the need for increased co-operation between the government film production units and audio-visual centres throughout the region :

the necessity of considering the process of education, both inside and outside of schools, as a total process, towards which all media had a contribution to make;

the need to reinforce, as soon as possible, the production and use of auxiliary aids such as non-projected materials, with the powerful techniques of radio, cinema and television as full-fledged teaching tools, and to integrate them in the educational process;

the necessity of avoiding amateurism in this field, since the efficiency of the audio-visual means depends to a large extent upon their technical quality.

11. The participants agreed that development of the use of audio-visual materials of all kinds - from simple charts to films and, in the near future, television and other modern techniques already in use in other parts of the world - could make a significant contribution to achieving the educational goals of the countries of South and East Asia and, in particular, to providing primary education for all children by 1980 (as envisaged by the Karachi Plan). Such development could also significantly help to combat adult illiteracy through rural and community development programmes.

12. Taking into account the gigantic costs involved in these education plans and programmes it was necessary to find economical ways and means of increasing the volume, quality and efficiency of audio-visual materials and services. Regional co-operation, based on mutual aid between national audio-visual services and film production units, could save time, work and money for each individual country.

13. On the question of co-operation between audio-visual services and governmental film units the meeting adopted the following recommendation :

In view of the urgent need to increase the volume and the quality of films produced specifically for educational purposes available to the countries of South and East Asia, the meeting expressed the hope that, in those countries where national film units existed (generally under the control of ministries of information) authorization and necessary funds would be given to them to include in their annual production programmes the production of a number of educational films for schools and technical and training colleges and for use in connexion with rural and community development and adult education programmes. The meeting also expressed the hope that this might in turn lead to the creation, within each national unit, of

a unit charged with the production of educational and instructional films on behalf of the Ministry of Education and other ministries concerned with educational and social development.

14. In the course of the discussion on how to ensure implementation of the various plans outlined below in sections II to VI and the development of regional co-operation, several participants asked that further measures should be envisaged now. Among these measures were the setting up of a central film library for the area; the provision of training facilities at the Bangkok Regional Education Centre; the circulation of a travelling exhibit with a regional team of audio-visual specialists; the appointment of co-ordinators for areas within the region; the holding of regular seminars; the organization of a meeting similar to the present one in 1963; and arrangements for the audio-visual officer to be appointed at the Bangkok Regional Education Centre to visit the various national centres and units. (See paras. 21-24).

15. Other participants warned against being too ambitious and asked the meeting to be content with the programme as drawn up. The activity involved in putting it into effect could be considered as an experiment leading towards further programmes[redacted]

16. As regards the organization of another meeting similar to that being held, the representative of Unesco said that this would be considered but that it might not be possible to find the necessary funds because of Unesco's obligations in other parts of the world, where it had so far been less active in the audio-visual field than in Asia.

17. The representative of Unesco pointed out that since Unesco's budget was limited, countries should look for possibilities offered by bilateral and other schemes of assistance to develop audio-visual services and production.

18. With reference to the constantly increasing development of television, teaching machines and other electronic devices, the meeting was informed that Unesco would be holding in March 1962 a meeting to consider the implications for education of these techniques. Participants were advised to follow and study those developments. They would receive the report of the meeting, to which representatives from Asia would be invited. In this connexion the importance of carrying out research in Asia on the effectiveness of the use of audio-visual materials was underlined. More than ever there were reasons to look ahead so that national audio-visual centres would be able to keep pace with developments which might well be much more rapid than was generally believed.

II. EXCHANGE OF INFORMATION AND DOCUMENTATION

19. The meeting agreed that there was an urgent need to arrange for information of the following kinds to be systematically collected and disseminated:

20. Reports on the work accomplished by national centres; their plans for the future; production schedules; catalogues; bibliographies; directories; research and educational experiments; abstracts of important articles; techniques of production and utilizing audio-visual media; training; equipment. The exchange of prototype materials for information purposes was also regarded as highly important since such an exchange would be a source of mutual inspiration in the production field.

21. The meeting was informed that Unesco had established a Unesco Regional Education Centre at Bangkok as part of its programme to assist Member States in carrying out the Karachi Plan for the Development of Primary Education in Asia. The staff of this Centre comprised at present a chief, a librarian and a statistician, and at later stages would also include specialists in publications and textbooks.

22. The meeting asked that Unesco should, as soon as possible, attach to this Centre a unit which, in collaboration with the other specialists, would carry out the clearing house functions described above. The Unesco representative said he had every reason to believe that this would be possible.

23. The participants at the meeting undertook that if such a unit were established they would support it and make its work effective by :

(a) making available to the unit at Bangkok information and documentation of the kinds mentioned above ;

(b) by disseminating in their own countries the information and documentation received through the unit.

24. It was realized that - especially in the initial stages - a selection might have to be made of the areas of information to be covered to avoid overloading both the unit and national centres.

25. There was agreement that certain documents, such as catalogues and specimens of audio-visual materials produced by national services and centres, could be effectively sent direct by each national centre to all the others and to the unit in Bangkok. The unit would make arrangements for the dissemination of information in whatever ways were efficient and economical. The unit might also arrange with individual national centres, or groups of them, to undertake particular tasks in collecting information in areas in which they had already done a considerable amount of work.

26. It was considered essential that the unit should publish a regular information bulletin which, at least in the initial period, could be duplicated in simple form.

27. Attention was drawn to the fact that the Bangkok audio-visual unit would be in constant touch with the national centres and units and that it was hoped that its operations would stimulate bi-lateral correspondence. It was hoped that Unesco would be able to provide for its audio-visual officer to visit national centres and units. Its other education officers at Bangkok would also travel in the region.

28. The meeting requested Unesco to develop standard forms for the supply of information by national services and centres.

29. The meeting agreed that for the collection of information, co-ordination was required on two levels :

(a) between national audio-visual services and film units on the one hand, and on the other, the national source(s) of information regarding education in general ;

(b) between all national sources of audio-visual materials and information.

30. The meeting strongly recommended that co-ordinating arrangements should be made nationally so that information sent to the unit at Bangkok and supplied by it to other countries should pass, if possible, through one single channel in each country or at the most through two - one being for matters relating to audio-visual means of education, and the other for films, including films specifically produced for educational purposes.

31. It was pointed out that contacts between countries in the region could be maintained through membership of groups. Unesco was one to which all the countries represented at the meeting belonged and hope was expressed that national centres and units would keep in regular touch with Unesco headquarters staff. Another group was the International Council for Educational Films. National centres and units would benefit in many practical ways and would have contacts with colleagues in other parts of the world by joining the Council, towards which Unesco looked for help as an expert organization in the field of audio-visual education. The question of forming a regional grouping committee, either within or outside the Council, might be looked into within possibly a year's time.

III. EXCHANGE OF AUDIO-VISUAL MATERIAL

32. The meeting was informed of the work done in the exchange of audio-visual material over the past ten years by the International Council for Educational Films. Schemes and exchange between countries which had had small beginnings had led to agreements under which the countries

that were members of the Council had access to a list of films of which they could get either copies or printing material at laboratory price only.

33. Several participants and the United Nations Regional Film Officer gave examples of other bilateral schemes of exchange of films. Some participants mentioned obstacles likely to hamper implementation of such schemes in Asian countries, among them being currency and customs regulations, lack of laboratory facilities and difficulties encountered in securing preview copies.

34. In answer to questions it was emphasized that exchange schemes of the kind arranged through the International Council of Educational Films could apply only to films and other audio-visual materials belonging to the organizations party to the schemes - which meant mainly films and audio-visual material produced by government services. Such schemes could supply only part of the needs and national audio-visual services would still need films and other material sponsored by industrial firms or produced on a commercial basis by private companies. It was also mentioned that many of the currency difficulties could be overcome if some system of book-keeping and clearing were established at a central point. This would avoid the actual transfer of currency in most cases.

35. Some countries mentioned that they would not be in a position to offer any materials for some time - that is, until they had adequate production facilities. The meeting recognized that the exchange schemes were based on goodwill and the desire to afford mutual assistance and did not call for immediate reciprocity.

36. Several participants pointed out that the exchange of films would be of little value since the schools of their country were not suited for projection purposes and consequently had no projection equipment. It was underlined that non-projected visual aids and filmstrips projected on a daylight screen would probably at this point be more useful for most of the schools of the region. The exchange of such audio-visual material and teaching kits would not pose the same difficulties as exchange of films. Therefore in programmes of exchange this point should at the beginning be taken into consideration.

37. The meeting agreed that exchange schemes might cover any or all of the following materials :

(a) blue prints and constructional details of equipment developed by national centres, and particularly of low-cost equipment,

(b) non-projected materials such as charts, maps, etc.,

(c) filmstrips,

(d) films,

(e) production materials such as photographs and film footage.

38. Although the meeting was not considering the use of radio, it was felt that it might be possible to include within the scope of exchange programmes the exchange of educational materials for schools broadcasting.

39. The meeting recommended that materials under all the above categories should be freely exchanged on a cost price basis between all countries subscribing to the principle, including such countries as at present had only few materials to offer. The participants declared themselves willing to seek and recommend the approval of their governments on this matter. They asked that Unesco should address a letter on the subject to the governments and National Commissions.

40. While waiting for the audio-visual operation of the Bangkok office to start, the Unesco Secretariat at Paris would (it was stated) be willing to assist in implementing the scheme by providing clearing house facilities.

41. Under such a scheme the national centres participating in it would send to a central point at regular intervals a list of their materials available for exchange. (To the Bangkok office as soon as a unit for the exchange of information and documentation materialized and pending that, to Unesco, Paris.) From there, a consolidated list would be sent to each national centre. The actual

exchange operations would be carried out on a bilateral basis under uniform terms. The participants requested Unesco to work out a draft for these terms based on those formulated by the International Council for Educational Films. (See Annex II).

42. The meeting noted the offer made on behalf of the ICEF that the films included in the free flow exchange list issued by this organization would be made available to the national audio-visual centres in South and East Asia which are willing to join the ICEF. National centres wanting to take advantage of this offer should send their applications for membership to the Secretariat of ICEF individually (21 Erlachstrasse, Berne, Switzerland).

IV. CO-OPERATIVE PRODUCTION OF FILMS AND LOW-COST VISUAL AIDS

43. The meeting was informed about four types of co-operative production developed by ICEF member countries. These procedures will be analysed in a report to be issued by Unesco in 1962. They are the following:

(1) Co-ordinated production by a number of countries of a series of films, each country undertaking the production of one of these films and all the films being freely available to each country contributing to the series.

(2) Production of parts of the same film by different countries.

(3) Production of one film by a national or international team with the help of funds provided by various countries which had agreed on the project.

(4) Production of a film out of stock film footage offered by one or more participants.

44. The United Nations Regional Visual Information Officer described a scheme under which several film units of the region had co-operated with the United Nations to produce three 3-reel documentary films. He stated that this scheme would continue.

45. A detailed discussion took place. It seemed that at the present time only about a third of the countries were well equipped to take part in co-operative production of films, but this was sufficient to constitute the nucleus for future broader programmes. In the meantime other countries could co-operate in the production of filmstrips and study kits which include mainly non-projected materials.

(a) Information about production schedules

46. In order to achieve economies, to avoid unnecessary duplication and to permit eventual co-production it was strongly emphasized that the countries in the region should keep each other informed of national production programmes for films and other audio-visual materials.

47. It was agreed that until an audio-visual unit could be attached to the Unesco Education Centre at Bangkok, the offer of the United Nations Regional Visual Information Officer at Delhi to collect and distribute such information should be accepted. He said that towards the end of 1961 he would ask for the following information in relation to films:

(1) Film subjects under consideration,
(2) Scripts in preparation,
(3) Films in production,
(4) Films completed.

(b) Production of series of films

48. The meeting agreed that countries already producing films should each try to include two educational films designed for secondary school pupils and adults in their next production plans, one to contribute to a series of films on human geography and the other on science.

49. If at least five countries agreed to enter such a scheme, Unesco would be ready to provide an associate producer. For this to be worked out countries would have to let Unesco know by the

end of June 1962 at the latest if they agreed to participate. The associate producer could then start his work by the end of 1962.

50. Some participants expressed the hope that, in addition to this scheme, the joint production of one film by a regional team could also be undertaken. The help of an associate producer for this production would at the same time provide possibilities for on-the-spot training for technicians in the participating countries. It was felt that the work of this conference and the conditions prevailing in audio-visual education in Asia offered a suitable subject for this joint production.

51. Other participants favoured the exchange of production personnel which seemed to them to be an outstanding contribution of such schemes. Hope was expressed that the associate producer could be selected by Unesco from one of the Asian film-producing units.

52. The Unesco representative stated that, in addition to the associate producer, the Organization might be in a position to give a token contribution towards production costs. Upon demand of some participants, he also agreed that the Secretariat would provide advice on the general line to be followed for the production of these films in order that they might have a common pattern.

53. It was made clear that personal contacts would be maintained by the associate producer who would be working on the programme of co-operative production, and this would also apply to the United Nations co-operation programme for which the Regional Visual Information Officer was responsible. Furthermore, these programmes would provide for very close contacts through work on the job.

54. Several participants suggested that at least one of the first two series of films to be made under the co-production scheme should be designed for primary schools. But after discussion it was agreed that, given the average facilities of the primary schools of Asia and given the fact that in most cases still projection and non-projected visual aids seemed to make a better contribution to primary schools, this first scheme should be carried out at the level previously agreed, namely secondary school and adult.

55. An ad hoc working group composed of participants from countries that hoped to take part in the film co-production scheme made the following recommendations :

(i) The films should preferably be produced in 35 mm. negative, in colour for the geography series, in black and white unless the subject requires otherwise for the science series. (However, countries having only 16 mm. production facilities would endeavour to produce the geography films on 16 mm. in a process which produces a good dupe negative suitable for international exchange.)

(ii) The science films should belong to one series the theme of which would be decided upon after consultation with the competent authorities of the ministries of education. The monsoon was mentioned as a theme which would probably be much welcomed both inside and outside Asia.

(iii) Copies of the films on geography and possibly those of the science series already produced by ICEF should be circulated to participating countries as examples.

(iv) Unesco should ask ICEF to circulate to participating countries a memorandum on the conditions of production of the series already completed by it and recommendations based on its experience.

(v) Participating countries should undertake to offer film rights of the widest possible scope for the distribution of these films made in co-production.

(vi) Noting that Unesco would send an associate producer to the region to co-ordinate the production of the films, the group considered it essential that this producer should visit each film unit at the scripting stage and if possible, again at the rough cut stage.

(c) Low-cost visual aids

56. The meeting recognized that if emphasis had been put mainly on films during the discussions on co-operative production this was only because experience had shown that films were more expensive and difficult to produce. But this did not mean that co-production should not go on in the field of low-cost visual aids which lend themselves to very large distribution and utilization.

57. All the participants at the meeting agreed in principle to have a study kit produced depicting their country. Countries entering the film production scheme would also produce a teaching kit, including filmstrips or slides, maps, charts, flannelgraphs, etc. to supplement the film.

(d) Adaptation of existing materials

58. The meeting strongly underlined the importance of adapting materials obtained from abroad to local conditions since these materials would otherwise not be properly understood by the audiences and would lose their effectiveness. An equally important aspect of this question was the preservation of national cultures.

59. A question which received particular attention and which was discussed in detail, was that of the dubbing of films. This was because the cost involved poses a severe problem to all countries, particularly those where different languages - and sometimes many different languages - are spoken.

60. The Honourable Minister of Education of the Federation of Malaya had pointed out in his opening address that certain of these languages are spoken in a number of countries. His suggestion that the Federation of Malaya might become a centre for dubbing films in Malay pointed to a wider and more general problem. Whenever a country produced a version of a film in a language that is spoken in other countries of the region this fact should be brought to the attention of those countries. This measure, which could be put in hand without delay, is one that could be undertaken by the audio-visual unit at the Bangkok Regional Education Centre.

61. The representative of Malaya offered the facilities of his unit to assist others in the making of Malay language versions and the participant from Japan pointed to the facilities in that country for the production of language versions of all kinds.

62. It was recommended that all the sound materials (i.e. magnetic or optical materials for either commentary or international sound track) should be kept by the producing organization until it was sure that no more foreign adaptations would be made.

V. COLLECTIVE PURCHASING OF EQUIPMENT AND RAW STOCK AND SHARING OF LABORATORY AND OTHER TECHNICAL FACILITIES

63. Discussion of shortages of equipment, etc. for production and use of the more elaborate audio-visual materials such as films quickly revealed that these shortages were mainly due to the fact that, at present, national authorities did not make sufficient budgetary provision in this field. Faced with the great expenditures involved in building and equipping schools, in training teachers and in producing school materials such as textbooks, national ministries of education, while usually recognizing the value of audio-visual education, did not give high priority to expenditure on it.

64. In these circumstances the meeting agreed that it was difficult to see how arrangements for collective bulk purchasing aimed at reducing costs could be achieved, since these arrangements would have to be based on the willingness of governments to commit themselves to purchasing large quantities of the various types of equipment, spare parts and supplies.

65. It was also recognized that there might be other serious practical, commercial and financial problems in trying to organize collective purchasing and re-sale operated by an international governmental organization such as Unesco.

66. The meeting therefore decided not to pursue this matter further.

67. Other reasons for shortage of equipment and materials were lack of foreign exchange and customs duties and regulations. So far as the first difficulty was concerned, the use of Unesco coupons could be of value. To date, only 8 Member States of the region were participating in the Unesco Coupon Scheme. It would be of benefit to others to join in the Scheme.

68. Similarly in the matter of customs barriers, participants might well discuss with their governments the possibility of adhering to the agreements promoted by Unesco for the removal of such obstacles, and in particular to the Agreement on the Importation of Educational, Scientific and Cultural Materials.

69. With regard to the sharing of laboratory processing, printing and other technical facilities, the meeting considered that there was a need for an inventory of the facilities existing in the countries of the region in excess of their own needs for the developing and printing of different types of film and for the printing of maps, charts and similar graphic materials. The meeting accepted the offer of the United Nations Regional Visual Information Officer to conduct this survey with the assistance of the representatives of the countries.

VI. TRAINING FOR PRODUCTION AND USE OF FILMS AND LOW-COST VISUAL AIDS

70. The meeting reaffirmed that there was a pressing need to train personnel for production and use of films and low-cost visual aids, both through full-time courses for newcomers and through refresher courses for those with experience.

(a) Training of film technicians

71. So far as the training of film technicians was concerned, it appeared that the region would be well equipped in the immediate future. In India the Indian Film Institute had just started functioning. In addition to refresher courses it offered regular two to three-year courses for film directors, script writers, cameramen, sound engineers and editors. No decisions had been reached yet about the acceptance of foreign students, but it was hoped that this would not be long delayed.

72. In Iran the Motion Picture Academy, which comes under the Audio-Visual Centre of the General Administration of Fine Arts, would conduct courses for production of documentary and educational films, with sections for directors, cameramen, architects and sound engineers. The Academy would gladly accept students from the region. Facilities existed for translating the courses into English or French.

73. In Pakistan the setting up of the Pakistan Academy for Motion Picture Art and Science was in an advanced stage and it was hoped that it would accept foreign students.

74. Japan could arrange for courses in film production. In 1962, in co-operation with Unesco, this country would conduct a two-month course in the production of educational television programmes.

75. It was emphasized that the film training institutes in the region would do well to consider adding courses in television, because this medium and its educational applications could be expected to become increasingly important in the near future.

76. Another point dealt with was that concerning the training in production techniques of educators conversant with the use of films (and television) in education. Such educators were becoming increasingly necessary for the production of educational films, broadcasts and television lessons.

(b) Training in production of low-cost visual aids

77. For the training of technicians in the production of low-cost visual aids attention was drawn to the existing facilities.

78. It was announced that the Indian National Institute of Audio-Visual Education would conduct, in co-operation with Unesco, a 6 weeks' regional workshop on the production of low-cost visual aids. The course would start on 15 December 1961, and one fellowship would be offered by Unesco to each of the countries of the region.

(c) Unesco assistance to training

79. Unesco could contribute to training institutes and programmes in the following ways :

(a) by providing expert assistance,
(b) by granting fellowships,
(c) by making arrangements for the exchange of personnel,
(d) by providing some financial aid, designed to meet special costs, for the organizing of ad hoc regional courses.

80. Experts and fellowships were provided under the Expanded Programme of Technical Assistance. Additional fellowships could be granted under Unesco's normal programme and the same applied with regard to arrangements for the exchange of personnel. To obtain such assistance requests much be made by governments through the channels and procedures known to them.

81. Expert assistance could be given by attaching experts to training institutes, or by providing visiting producers, etc., to work with national services on specific production jobs.

82. Mention was made of the regular 6 month courses for training in educational administration to be organized by Unesco in India under its programme for the development of primary education in Asia. At these courses, which would be regional, attention would be paid to the administration of audio-visual services and the administration of regular and ad hoc courses for the production of audio-visual materials and their use.

(d) Training in the use of visual aids

83. It was agreed that there was a need to train teachers in the use of audio-visual aids and in the production of simple aids from locally available material. At the same time it was felt that there was a need to convince administrative staff of the importance and place of audio-visual aids in education.

84. Participants agreed that the most effective way of reaching the teacher was through training colleges where future generations of teachers were trained and where in-service training for those already in schools could be organized. In this regard it was pointed out that provision could be made either through special compulsory or optional courses in the curriculum of a training college or by ensuring that each member of the college staff gave a place to the use of audio-visual material in the methodology of his subject. In 1962 Unesco proposed to organize a regional course for the staff of teacher-training establishments in the Philippines and would there bring to their attention the importance of the new techniques in teaching.

85. Participants described training facilities in their countries which would be available to visiting educators from other countries in the region.

86. As regards administrators it was pointed out that the most effective arguments would be those which showed that audio-visual aids could assist in making teaching more effective, could reduce wastage, could relieve the teaching load or help with the introduction of new subjects. Some participants reported that their countries were organizing courses for educational administrators, in which these matters would be brought out. The courses for administrators being organized by Unesco in co-operation with the Government of India at Delhi on a regional basis should also emphasize the place of new techniques in education.

87. It was agreed that Unesco could perform a useful function by producing a handbook for teachers on the production and use of audio-visual aids. It was generally agreed that this handbook should concentrate on the simpler aids which could be made from available material, though it might review briefly some of the more expensive visual media. It should be based on available literature and field experience, include a bibliography, and be translated into local languages for the use of teachers. It was pointed out that National Commissions on application to Unesco, could be assisted in making local translations. This handbook should be conceived as a complement to the film on audio-visual aids the production of which had previously been agreed upon.

88. The need to train workers in adult and fundamental education in the use of audio-visual aids was also pointed out. National audio-visual services should assist centres training this type of staff and Unesco should bear them in mind when granting fellowships and sending experts.

89. The suggestion was made that audio-visual specialists should approach the editors of teachers' journals with a view to incorporating in these periodicals regular material on audio-visual education supplied either from national sources, from the newsletter to be issued by the Bangkok Regional Education Centre, or from international sources.

ANNEX I

LIST OF PARTICIPANTS

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ADMINISTRATIVE LIAISON OFFICER

Mr. Victor Jesudoss,
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ANNEX II

AGREEMENT

for the Free Flow Exchange of Educational Films between the members of the International Council for Educational Films (ICEF).

The undersigned members of the ICEF agree to exchange their films with all other members of ICEF who have signed this agreement on a free flow basis at the following conditions :

1. Terms of exchange

   (a) This agreement is only valid for such films that have been placed on a special list of films available for exchange on the basis of the multilateral free flow agreement by the respective members.

   (b) All films will be exchanged free from any licence fee.

   (c) The exchange is limited to the use of the films for non-commercial projection for educational purposes in sub-standard size.

   (d) Laboratory costs for basic material or prints shall be paid by the members receiving the material.

2. Selection procedure

   The parties to this agreement grant each other first choice in selecting their educational films available for free flow. Each party sends the other parties a special list of educational films produced up to the end of a year of production (31. 3.) and available for exchange on the basis of the multilateral free flow agreement with the provision that the selection of titles shall take place within a period of 6 months.

   In order to facilitate the selection each party shall give to the other parties short descriptions of the films and forward copies for viewing between reasonable time, if requested. In this case each party bears the costs incurred for the transport one way.

   Films furnished for viewing purposes shall be returned to the licenser at the earliest date possible. If for special reasons the licensee is not in a position to return the prints to the licenser within 2 months after having viewed them, he shall be obliged to inform the licenser by letter indicating the date on which the films will be returned.

   Orders for viewing prints selected from the special list constitute an option for the respective titles. If a film has not been accepted for distribution within 3 months after receipt of a viewing print, it shall become free for another distribution in the respective territory.

3. Transfer of the copyrights

   The Free Flow Exchange includes the transfer of copyrights and rights of use by the licenser to the licensee for the respective territory. Licenser confirms in this connexion that he holds all non-commercial rights to picture and sound and may dispose of them.

4. Tenor and scope of the rights

   The licenser transfers to the licensee - free of rights of third parties - the exclusive rights of use for non-commercial projection in schools and for educational purpose in 16 mm. size.

   In this is included the right of conversion and alteration of the title, as well as drawing of copies and distribution. With the consent of the licenser the licensee is allowed to alter the film to suit local pedagogical requirements, but the artistic quality, general characteristics and purpose of the film shall thereby not be prejudiced.

Any modification is subject to a written agreement between the respective parties.

If required, the licensee may also produce a new sound track. Licensee is allowed to add to the film his own trailer, but the licenser shall be mentioned with the name of his firm and its locality.

The non-commercial rights in sub-standard size only are transferred for an indefinite period.

The commercial use and use in other sizes than sub-standard as well as use over television are not included in this agreement; it requires special agreement for each occasion.

5. Supply and ownership of the negative film material

The licenser supplies either copies or the negative material desired on normal or sub-standard gauge as duplicate negative or master print for picture and sound on combined or separate tracks and of the best quality. In addition, all material required for the preparation of the film such as commentary, explanatory notes, etc. is supplied by the licenser.

6. Right of licenser concerning foreign language versions

Unless specified otherwise licensee agrees to furnish to the licenser prints or basic material for the making of prints (dupe negatives, master prints, sound tracks) of language versions made by him at laboratory costs to the licenser for the use in other territories.

The producer of a language version shall be entitled to a proportional remuneration of his production costs in case the version is sold to other territories for commercial distribution.

7. Period of the Agreement

This agreement has no time-limit. It may, however, be terminated by any party to the end of a calendar year by giving 6 months' period of notice to the General Secretary of ICEF.

8. This agreement was unanimously accepted at the Annual General Assembly in Berne,

Berne, 17 June 1960.